

Edward C. Minas Company

Autumn 1921 Friday Sept. 16 Exposition



Opening of Fall Millinery

Not in years have you been blessed with so much freedom for individuality, as the new Millinery Modes show at this store. Little Hats close set with tiny wings, big Hats with drooping plumes, felt Hats and fabric Hats. All are good, so they become you, and play well their vital part in the ensemble. To choose an enchanting Hat from our variety of original modes that will be a pleasure to wear and an inspiration for a distinctive Fall Costume is now your privilege.

Seen everywhere at the fashionable gatherings will be huge shapes of Panne velvet stunningly trimmed with trailing ostrich feathers accenting the downward movement of the hat, \$18

One of the most becoming hats for Fall wear is one of velvet with soft brim and top crown. In black, red, peacock, blue, brown, navy. Wood beads, feathers, ribbon trim. \$5.95.

Who'd-a-thought a Sailor Hat of Hatters Plush would be so popular this season, and plainly banded and tailoring makes "simplicity supreme" \$3.95.

Hippity hop to the barber shop and then to the millinery displays with mother to see these long silky Beaver hats for children. Shapes are becoming for them, colors are like mothers hats, black and brown or sand, \$5.95..

Black Velvet Dress Hats

In the judgment of Paris, black Velvet Hats with huge brims and feather trims will prevail for dress. And Paris is usually right. In fact, these stunning models will appeal to you as much as they do Parisians.

Duvelty in Odd Shapes

Perhaps the first Autumn Hat should be of Duvelty. Duvelty is so soft that in the designer's hand it does the most becoming things, and from this early display you may choose a shape and shade to harmonize with your Fall costume

Hatters Plush—Panne Velvet

As in most costumes so with Millinery, black predominates, especially one of Hatters Plush trimmed in burnt goose or a stately ornament is most stylish for dress. Panne Velvet glides from black, however, to several color tinges, but always distinguishing for every dress occasion.

You'll Know the NEW GLOVES By Their Wrists

To the wrists of the new gloves go honors, for gauntlet styles display new wrinkles of embroidery, perforations or slashes. To meet the demands of the new wide sleeve, gauntlet and monquaire styles are practically appropriate. Black glace kid, stitched in white, or white with black are favorites. Backs show heavy embroidery. Chamois and fibre gloves also have places in Fall displays. "Centemer" gloves are the leading make here.

"CENTEMER" GLOVES
16-BUTTON AT \$6.50

Made of the finest imported French kid, full length, comes in white, black, brown or grey.

"CENTEMER" GLOVES—2 CLASP STYLE
AT \$2.89.

Of imported French glace kid, heavy Paris point backs. All shades. Same glove with heavy embroidered backs in contrasting colors at \$2.98.

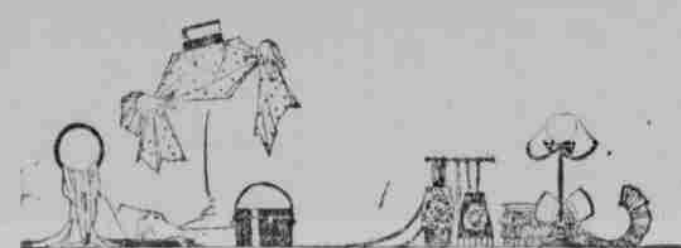


Children's Stockings

Children's School Stockings—Made of fine ribbed combed cotton, reinforced in the seams, toe and heels, all new goods, in black or brown. Special for Autumn Opening at19c

Boys' Sweater Coats

Boys' Sweater Coats, \$4.98—Woven of heavy all wool yarns, in slip-over and button-down styles.



ACCESSORIES

Here are the small but mighty important items of dress to help fill out every Fall wardrobe.

Veilings 50c



Fall Ways of New Frocks

Loose panels fling all cares to the winds once it is determined that they are to drop below the skirt, an irregular hem line being the very newest development of smart Fall Frocks. And sleeves, too, are wide and flowing, set in very deep armholes, unusually attractive, otherwise Fall Frocks are most conservative affairs; straight skirts, wide bodices and one side fastenings. Coat dresses, fur banded, and chemise Frocks dominate swagger street models. Afternoon dresses use draperies to charming advantage. Come and see our beautiful displays that are so prominent for Fall Opening.

All the Leading

Styles that Please



The New Fall Footwear

September finds this store ready to meet the most exacting Shoe needs of a new season. Here you are sure of getting a thorough Shoe service—service based on complete stocks, uncompromising quality, correctness in style and full-fledged value.

Women's Footwear Shows Novelty

Whether it is a high walking boot or the most perishable evening slipper, our Women's Footwear for Autumn emphasizes style in every feature. Novelty modes are much in vogue and every shoe in this showing meets the requirements of the fashionableness and attractiveness. E. P. Reed & Co., footwear for women are very prominent in novelties. And a special service that we have maintained for women is that we carry sizes up to 9 and widths AAA to EE.

Shoes for Active Children

The styles are new, but the workmanship, materials and intelligent lasts are of the same standard quality. That's why our Children's Shoes stand up under the hardest test of a Shoe's quality—the rough and tumble wear given by children. The famous Ferris Shoes for children are deserving of special mention—complete in all sizes, widths B to E.

J. & T. Cousins Co., Brooklyn, N. Y. Footwear is the foremost among our leading shoes for Fall for women, with "The Comfort Shoe Modease—That's Always Smart" a notable feature.

We invite a critical inspection of them. Ask for booklet telling about "Modease" shoes.

STYLISH OXFORDS—All new creations in black, tan and brown calf, in black and brown kid, tan Norwegian calf. Many smart mannish styles, at\$7.85

THE NEW STRAP MODELS—In patent colt, lull kid, black satins and brown and tan leathers, Military, Louis and Louis Jr. heels, \$7.85 to \$9.85.

PRETTY SHOES FOR THE CHILDREN—In brown calf with mouse color kid tops, black patent with brown kid tops, all brown kid, sizes 4 to 8. High grade hand turn shoes at \$2.98.

The NEW HOSIERY Is Plain, Simple, But Prominent

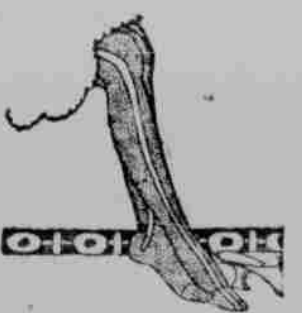
Again the pendulum of hosiery styles has swung back, and plain, sheer, fine weaves of silk hosiery occupy the center of the Autumn stage. Clocks and embroidery are entirely taboo. The beauty of quality and sheerness of weave will attract you. New woolen hose for children is now here.

Mer. Lisle Hose

Wayne Knit
Extra fine gauge, with seam back and double soles. In white, black, brown. 39c per pair

"LaFrance" Silk Hose at \$2.50 per pair

Fine heavy silk, perfect fitting, reinforced for wear, in white, brown and black, \$2.50. Same quality in out-size, \$2.75.



Knit Underwear For Fall and Winter

This is an important item when supplying the Fall needs. Our new shipments are now ready in all kinds of



Women's Hand Bags

Women's Hand Bags and Vanity Boxes—All leather boxes and bags in new shapes for Fall, all are beautifully lined and fitted. Special for Autumn Opening at\$2.98

New Corsets for Fall

New Corsets for Fall—Front and back lace cor-